



# Presenting Sponsor

## Benefits Detail

The following is a list of benefits available to Forest Fest's presenting sponsor.

### Advertising

#### Radio

- Mention on Berk Bryant's "Sunday Bluegrass with the Country Gentleman" on WFPK four consecutive weeks leading up to Forest Fest

#### Print

- Company logo on all print advertising, including:  
Courier-Journal • LEO • Louisville Music News

#### Websites

- Company logo and link on:  
Forest Fest website • Metro Parks enewsletter • LEO banner ads

#### Press Releases

- Sponsor mention in press releases relating to Forest Fest

### Printed Materials

#### Promotional Posters

- Listed as presenting sponsor on 185 posters distributed to various businesses and locations throughout Louisville and Southern Indiana
- Logo included on flyers distributed to over 2,600 individuals and locations throughout the Louisville area
- Logo and mention in the April/June Jefferson Memorial Newsletter (2,400 distributed)

#### Official Program

- Full page ad – inside front cover of program – 5" x 8" (2,000 distributed)

### T-Shirts

- Company logo on 500 Forest Fest tee-shirts

### On Site Recognition

- Banners/Signage
- On sponsor recognition areas
- At various locations at event
- On stage
- At company booth

### Booth Space

- On-site booth space set aside for your product or service

### Sponsor Announcements

- Recognition from stage MCs in between acts and during introductions

### Additional Benefits

#### Exclusivity

- Your company will have exclusivity among competitors at other levels of sponsorship
- First right of refusal for Forest Fest 2010 Sponsorship

#### VIP Hospitality

- VIP area access – Includes catered lunch and dinner

#### Direct Access to Consumers

- Post-event attendee mailing list - captured through door prize registration





## About Forest Fest

A spectacular day of Bluegrass music, food and youth activities in the scenic environment of America's largest municipal forest awaits those who visit Jefferson Memorial Forest's fifth annual Forest Fest on Saturday, May 16. This annual premier bluegrass festival draws over 4,500 people and showcases the up-and-coming names in bluegrass. This year will feature the International Bluegrass Music Association's 2005 Band of the Year, Cherryholmes.

Forest Fest is a family friendly event that attracts a diverse audience of music lovers. As a sponsor, you will be given the opportunity to put your image – and your product – directly in the hands of thousands of potential customers.

## Make an Impression

Your advertising message will be seen during the festival's promotional period. We're targeting families and young people who are actively interested in music. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- Print promotion
- Radio spots
- Websites
- Flyers
- Posters
- Program guide
- Booth space





# Forest Fest Sponsorship Form

I would like to sponsor Forest Fest at the following level:

- ☐ **Bluegrass Benefactor • \$1,500**
- ☐ **Friend of Forest Fest • \$1,000**
- ☐ **Forest Fest Fan • \$500**

I have read, understand and consent to the participation in the Forest Fest Sponsorship Program.

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Michael J. Heitz, AIA  
Director of Metro Parks

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

## Contact Information (Please Print)

Contact: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- **Deadline:** All ads must be submitted no later than April 28, 2009.
- **Ad Format:** Include all screen and printer fonts, or preferably outline all fonts before sending. Save at resolution of at least 300 dpi at 100% ad size. EPS, JPG, TIF and PDF formats accepted.
- **Electronic File Submission:** Please email ads to [tonya.swan@louisvilleky.gov](mailto:tonya.swan@louisvilleky.gov). Include "Forest Fest Program" in the subject line of email.
- **Or mail Hard Copy of Artwork to:**

Jefferson Memorial Forest  
PO Box 467  
Fairdale, KY 40118

Please mail or fax this document to:

Andrew Crocker  
Louisville Metro Parks  
PO Box 37280  
Louisville, Kentucky 40233-7280  
502/456-3269





# Bluegrass Benefactor

**\$1,500**

- Free Booth/Exhibitor space
- Mention twice during musical performances
- Full page ad in program (2,000 distributed)
- Listing in the April/June JMF Newsletter; print & electronic (2,400 distributed)
- Logo with link placement on Jefferson Memorial Forest website (average 7,000 monthly impressions)
- Company logo included on flyers distributed to over 2,600 individuals and locations
- Stage Banner
- Logo Placement on Forest Fest Poster, distributed to approximately 185 locations throughout the Louisville area
- VIP area access. Includes food and restroom facilities
- Logo placement on all print advertising (LEO/Velocity/Louisville Music News/JMF newsletter)
- Mention on Berk Bryant's "Sunday Bluegrass with the Country Gentleman," on WFPK for four consecutive weeks leading up to event
- Logo on commemorative tee-shirts (500)

**Value = \$6,575**



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# Friends of Forest Fest

**\$1,000**

- Free Booth/Exhibitor space
- One mention during event
- Listing in the April/June JMF Newsletter; print & electronic (2,400 distributed)
- Logo with link placement on Jefferson Memorial Forest website (average 7,000 monthly impressions)
- Company logo included on flyers distributed to over 2,600 individuals and locations
- Stage Banner
- Full page ad in program – 5" x 8" (2,000 distributed)
- Logo Placement on Forest Fest Poster, distributed to approximately 185 locations throughout the Louisville area

**Value = \$3,045**



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# Forest Fest Fans

**\$500**

- Free Booth/Exhibitor space
- ½ page ad in program – 5" x 4" (2,000 distributed)
- 1 mention during event
- Listing in the April/June JMF Newsletter; print & electronic (2,400 distributed)
- Logo with link placement on Jefferson Memorial Forest website (average 7,000 monthly impressions)
- Company logo included on flyers distributed to over 2,600 individuals and locations

**Value = \$1,315**



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